

**METHOD AND APPARATUS TO MAXIMIZE ADVERTISING
REVENUE**

ABSTRACT OF THE DISCLOSURE

- 5 Advertising revenue generated from placing ads in a publication with limited available advertising space is automatically maximized at at least market rates by selecting the highest-paying ads for publication. Beginning with the highest-paying ads, available ad space in an on-line publication is filled with advertisements that will fit within ad space that is available in the publication. In the preferred embodiment,
- 10 ads are matched to subscribers (recipients) of the publication according to subscriber demographic data .

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